

AMENDMENTS TO THE CLAIMS

1-45. (Cancelled)

46. (New) A terminal for receiving and outputting a transmitted video content, said terminal comprising:

a reception unit operable to receive the video content containing tag information which corresponds to the video content, which is used to select a plurality of CMs, and which indicates a correspondence between the video content and the plurality of CMs, which are each assigned a URL;

a URL specifying unit operable to specify the URL assigned to at least one of the plurality of CMs based on location information indicating an area where said terminal is located and the tag information;

a fetch unit operable to fetch the at least one of the plurality of CMs by using the URL specified by said URL specifying unit; and

an output unit operable to output the video content and the at least one of the plurality of CMs which corresponds to the video content.

47. (New) The terminal according to claim 46, wherein said URL specifying unit is operable to specify the URL of the at least one of the plurality of CMs with reference to CM specifying information indicating a correspondence between the location information and the tag information.

48. (New) The terminal according to 47, wherein:

at least a portion of the video content is scrambled;

the at least one of the plurality of CMs is embedded with key information for descrambling the video content; and

said output unit is operable to extract the key information from the at least one of the plurality of CMs fetched by said fetch unit, and descramble the video content by using the key information.

49. (New) The terminal according to claim 48, wherein said URL specifying unit is operable to extract the tag information, from the video content, without descrambling.

50. (New) The terminal according to 48, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream;
the key information is embedded in one of a group-of-picture layer, a picture layer, and a sequence layer in a user data region of the MPEG2 video stream; and
said output unit is operable to extract the key information from the user data region.

51. (New) The terminal according to claim 48, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream;
the key information is embedded as a digital watermark in the MPEG2 video stream; and
said output unit is operable to decode the MPEG2 video stream, and extract the key information.

52. (New) The terminal according to claim 48, wherein:
an output time for each of the plurality of CMs is predetermined; and
said fetch unit is operable to fetch each of the plurality of CMs before the output time therefor.

53. (New) The terminal according to claim 51, wherein output times for the plurality of CMs are distributed over a time period for outputting the video content.

54. (New) The terminal according to 47, wherein said URL specifying unit is operable to notify the tag information and the location information to a name server, on a network, which stores the CM specifying information, request the name server to specify the URL, and receive the URL specified by the name server.

55. (New) The terminal according to 54, wherein:
at least a portion of the video content is scrambled;
one of the plurality of CMs is embedded with key information for descrambling the

video content; and

said output unit is operable to extract the key information from the at least one of the plurality of CMs fetched by said fetch unit, and descramble the video content by using the key information.

56. (New) The terminal according to 55, wherein said URL specifying unit is operable to extract the tag information, from the video content, without descrambling.

57. (New) The terminal according to 55, wherein:

the at least one of the plurality of CMs is in a form of a MPEG2 video stream;

the key information is embedded in one of a group-of picture layer, a picture layer, and a sequence layer in a user data region of the MPEG2 video stream; and

said output unit is operable to extract the key information from the user data region.

58. (New) The terminal according to claim 55, wherein:

the at least one of the plurality of CMs is in a form of a MPEG2 video stream;

the key information is embedded as a digital watermark in the MPEG2 video stream; and

said output unit is operable to decode the MPEG2 video stream, and extract the key information.

59. (New) The terminal according to claim 55, wherein:

an output time for each of the plurality of CMs is predetermined; and

said fetch unit is operable to fetch each of the plurality of CMs before the output time therefor.

60. (New) The terminal according to claim 59, wherein output times for the plurality of CMs are distributed over a time period for outputting the video content.

61. (New) The terminal according to claim 47, further comprising a video storage unit operable to store the video content received by said reception unit and the at least one of the plurality of CMs fetched by said fetch unit that corresponds to the video content,

wherein said output unit is operable to output, in response to an instruction from a user, the video content and the at least one of the plurality of CMs stored in said video storage unit in a delayed manner.

62. (New) The terminal according to claim 47, wherein the tag information has at least one of a sponsor name, a sponsor identifier, a product name, and a product identifier.

63. (New) A content providing system for providing a video content and one of a plurality of CMs corresponding to the video content, said content providing system comprising:

a transmitting device for transmitting the video content containing tag information including information of the video content;

a storage device for storing the plurality of CMs, which are each respectively assigned a URL; and

a terminal for specifying the plurality of CMs each being assigned the respective URL, establishing a correspondence between the video content and the plurality of CMs, and outputting the video content containing the tag information corresponding to the video content and the plurality of CMs corresponding to the video content.

64. (New) The content providing system according to claim 63, wherein said terminal is operable to specify the respective URL of one of the plurality of CMs with reference to CM specifying information indicating a correspondence between location information and the tag information.

65. (New) The content providing system according to claim 64, further comprising a name server for storing the CM specifying information,

wherein said name server is operable to specify the URL indicating where the corresponding one of the plurality of CMs, corresponding to the area where said terminal is located, is stored in said storage device, and corresponding, based on the tag information and the location information notified by said terminal and the CM specifying information, to the video content, and to notify the specified URL to said terminal.

66. (New) The content providing system according to claim 64, wherein:
an output time for each of the plurality of CMs is predetermined; and
when the tag information is embedded in the video content, said transmitting device is operable to embed the tag information so that said terminal is able to obtain each of the plurality of CMs before the output time therefor.

67. (New) The content providing system according to claim 64, wherein:
an output time for each of the plurality of CMs is predetermined; and
when the tag information is embedded in the video content, said transmitting device is operable to separately embed the tag information according to the respectively predetermined output time of each of the plurality of CMs so that said terminal is able to obtain each of the plurality of CMs before the output time therefor.

68. (New) The content providing system according to claim 64, wherein at least a portion of the video content is scrambled, the at least one of the plurality of CMs corresponding to the video content is embedded with key information for descrambling, and said content providing system is operable to descramble the video content by using the key information extracted from the at least one of the plurality of CMs for outputting.

69. (New) The content providing system according to claim 68, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream; and
said terminal is operable to extract the key information embedded in one of a group-of-picture layer, a picture layer, and a sequence layer in a user data region of the MPEG2 video stream, and output the video content and the at least one of the plurality of CMs corresponding to the video content.

70. (New) The content providing system according to claim 68, wherein:
the at least one of the plurality of CMs is in a form of a MPEG2 video stream; and
said terminal is operable to decode and extract the key information embedded as a digital watermark in the MPEG2 video stream, and output the video content and the at least one of the plurality of CMs corresponding to the video content.

71. (New) The content providing system according to claim 64, wherein the tag information has at least one of a sponsor name, a sponsor identifier, a product name, and a product identifier.